Today’s Agenda

1. About This Project
2. SCOT Analysis
3. Existing Demographics
4. Plan Review
5. Discussion
6. Next Steps / Timeline
About this Project

• Improve mobility for seniors, people with disabilities, and low-income individuals

• Organizations involved coordinate and provide transportation services

• Federal transit law requirement for Section 5310 (Enhanced Mobility for Individuals and Individuals with Disabilities Program) project funding

• Projects "must be included in a locally developed coordinated plan."

• This is the first such plan of its kind exclusive to Boulder County.
The Process

• Learning:
  o Meetings with Advisory Committee and plan partners
  o Feedback from transit riders and operators

• Existing Conditions Report:
  o Demographics
  o Transit Services
  o Gaps between the two

• Strategies Report:
  o Goals
  o Implementation
How can you help?

Validate our findings

Support project outreach
- Identify stakeholders for interviews
- Promote project info when it goes online
- Invite community members to outreach events
Strengths, Challenges, Opportunities, and Threats (SCOT) Analysis
SCOT

- 21 responses to date!
- Strengths - internal characteristics that give an advantage to achieve performance goals
- Challenges - internal characteristics that place you at a risk for not achieving performance goals
- Opportunities - external opportunities to improve transit performance
- Threats - external elements that could cause trouble
SCOT Findings

Strengths

Most Common Themes:
- Community Awareness and Relationships
- Adaptive/Efficient Staff
- Partnerships with Jurisdictions, Organizations and other Stakeholders

“Growing awareness of our mission within the community”

“During COVID, County had weekly meetings to educate partners and residents.”
SCOT Findings

Strengths

Other Themes:

• Support from Leaders and Elected Officials

• Organizational Structure and Values

• Existing Transit Services/Programs

Our goals/mission/vision align with the values of many Coloradans, which helps us achieve our membership goals.

“...Trip Tracker, described by the City of Boulder [is] one of the most effective and economical ways to influence student travel behavior.”
SCOT Findings

Challenges

Most Common Themes:

• Constrained Resources
  o Spreads internal staff too thin
  o Forces reliance on volunteers, partners, and grants for programs
  o Stifles expansion to meet current demand

• Not Meeting Enough of the Needs

• Mistrust/Reluctance from the Community

“Not enough resources/opportunities to meet the demand. Demand is increasing.”

“Community reluctance to accept solutions from outside agencies - we tried this before and it didn't work…”
SCOT Findings

Challenges

Other Themes:
• High Cost for Existing Services
• Location of Services
• Organizational Limitations
• Older Adults Left Behind in Pandemic
• Aging Fleet / Driver Shortage

“Not always a clear, unified City vision of how to address transit issues.”

“Transportation options not convenient, or accessible, based on location.”
SCOT Findings

Opportunities

Most Common Themes:

• Partnerships

• Existing Services Demonstrate Demand

• Community
  o Growth
  o Awareness
  o Interests

“Build stronger partnerships with external partners to develop not just a loud, but focused, voice on transit.”

“Members of the public are aware of strengths and weaknesses of existing mobility options and have a desire for a more integrated network.”
SCOT Findings

Opportunities

Other Common Themes:
• Post-Recovery Plans and Initiatives

• Political Support for Infrastructure and Transportation

“Recent rebranding is an opportunity to re-focus and expand our marketing efforts”

“Potential for new funding to address transportation needs (state, federal)”
SCOT Findings

Threats

Most Common Themes:

• Funding/Budgets
  o Spectre of Transit Cuts
  o Overall Economic Recovery Timeline

• Pandemic Impacts
  o Transit Rider Comfort & Health
  o Discrimination/Ageism

• Politics/Bureaucracy

“Other transportation options, such as Ride Free Lafayette, are grant funded and their future isn’t guaranteed”

“Turf wars - really! People want to complain and blame but not actually work together to solve problems”
SCOT Findings

Threats

Other Themes:

• Uneven Growth in Demand

• Built Environment

• Competition from the Private Sector

“...land use and density not very conducive to transit usage.”

“Smaller pool of people who want to be bus drivers. Lots of competition for CDL folks from delivery services like Amazon, FedEx, etc”
Demographic Findings
Guide to Maps

AT THIS TIME, ALL MAPS IN THIS DECK ARE DRAFTS FOR INTERNAL DISCUSSION ONLY

COUNTYWIDE

EASTERN SIDE DETAIL

DRAFT - FOR INTERNAL REVIEW ONLY

13 May 2021
Overall Population
Older Adults

Older Adults Density
Population Density of Older Adults 65 years & older, per Census Blockgroup

People with Disabilities

Density of People with Disability
Population Density of people with Disability, per Census Blockgroup

Youth

Youth Density
Population Density of Young Adults (16 years & younger), per Census Blockgroup

Low-Income Households (<60% AMI)
Needs Index:

Older Adults
Youth
Disabled
Low-Income

Transit Need
Needs is based on cumulative density of older adults, youth, disabled, and low-income households.

Legend:
- Low Transit Need
- High Transit Need
- Parks and Open Spaces

Veterans
People of Color

Percentage of People of Color
Percentage of non-White Population per Census Blockgroup

Zero-Car Households

Jobs-Housing Balance

Youth-School Balance

Youth Density vs Schools
Population Density of Young Adults (18 years & younger), per Census Blockgroup by location of Schools varying by School Districts.


Discussion

• Are there certain places in the Mountain areas that should be highlighted in the above demographic profiles?
Plan Review
## Plan Review

### List of Plans Reviewed

<table>
<thead>
<tr>
<th>Year</th>
<th>Plan Name</th>
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<tbody>
<tr>
<td>2020</td>
<td>Boulder County Transportation Master Plan</td>
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<tr>
<td>2020</td>
<td>Peak Ride Volunteer Driver Plan</td>
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<tr>
<td>2020</td>
<td>October Enrollment Reports (BVSD and SVVSD)</td>
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<tr>
<td>2019</td>
<td>Community Foundation Boulder County Trends Report</td>
</tr>
<tr>
<td>2019</td>
<td>Aging in Boulder County: Past, Present, Future Report</td>
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<tr>
<td>2018</td>
<td>DRCOG Coordinated Transit Plan</td>
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<tr>
<td>2018</td>
<td>Boulder County Board of Commissioners Strategic Priorities</td>
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<tr>
<td>2018</td>
<td>Boulder City Transit Service Delivery Study</td>
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<tr>
<td>2018</td>
<td>Boulder County Environmental Sustainability Plan</td>
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<tr>
<td>2016</td>
<td>BCDHHS Community of Hope Report</td>
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<tr>
<td>2016</td>
<td>Mobility for All Needs Assessment</td>
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Any plans we missed?
Plan Review

Key Findings

• Transportation is a crucial issue which intersects with climate policy, social equity, affordability, and public health

• Unmet travel needs go beyond County borders in all directions - but particularly toward points east

• Not enough supply to meet demand, in both housing and transportation services
Discussion

• What is your vision for on-demand services in Boulder County?
Next Steps

• Review Existing Conditions (To be sent your way in the next couple of weeks))
• Brainstorm project goals (Prior to next meeting)
• Send us an email/give us a call if you have questions or ideas
Upcoming TAC Meetings

This Meeting!
- SCOT Analysis
- Demographics and Plan Review

June
- Goal setting
- Gaps/needs analysis

July
- Strategies
- Prioritization

August
- Summarize
- Partner on implementation
Thank you

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